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National Sales Award

11.22.2011 | Students, Business A senior sales management student was awarded fourth place in a national professional sales competition.

Michael Vula placed fourth in the nation in the overall sales category of William Paterson University's National Sales Challenge Nov. 9-11 in Wayne, N.J. One of the few such competitions in the country, the three-day event drew 56 sales students from 28 universities.

In the Overall University Team category, the University of Dayton finished 11th according to Tony Krystofik, director of the University of Dayton's Center for Professional Selling, who coached the team. Other members of team were: Adam Bozeman, Matt Morrison, Danielle DeArment and Pat Delisio.

"These competitions give students valuable knowledge and feedback about their sales skills from corporate executives," Krystofik said. "We're especially pleased because this is the first year our students entered the competition at William Patterson. We plan to make our mark around the nation in these and other university sales competitions in the years ahead."

Krystofik said the University's team has competed in several other National Collegiate Sales Competition events since the center was launched in 2010.

The University of Dayton is one of only about 50 universities in the nation with recognized sales programs for undergraduates; even fewer have a center to coordinate educational activities and interactions with corporate partners.

"The value of our sales program is clear to corporations and companies, especially those in the business-to-business technology sector," said Dean McFarlin, chair of the management and marketing department. "Our track record in helping technology-oriented firms dramatically cut their recruitment, training and retention costs with our sales program is outstanding."